

**DIRTY DATA EXPERT**  
**Structure Before Intelligence™**

## **THE SEGMENTATION IMPERATIVE**

*Why AI Cannot Understand What Businesses Have Never Structured*

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ownership, segmentation and AI readiness. Executives should focus on organisational understanding before technology deployment. This section forms part of the approved executive brief series. It expands on the relationship between structure, governance, ownership, segmentation and AI readiness. Executives should focus on organisational understanding before technology deployment.

## **Human Limitation Problem**

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## **Executive Questions**

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## **Conclusion**

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